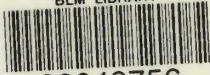


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GUIDE TO SUCCESSFUL AWARENESS EVENTS

Guidelines for assisting Bureau of Land Management personnel in planning and conducting local "awareness events" in cooperation with user groups, particularly off-road vehicle clubs.

Bureau of Land Management

Office of Public Affairs

Washington, D.C.

1981

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INTRODUCTION

GUIDE TO SUCCESSFUL AWARENESS EVENTS

One Large Problem — One Step Toward its Solution

In some areas of the country it looks like a weekend version of the Oklahoma land rush. In others, it may be a lone visitor winding between boulders and fallen trees toward a fishing spot high in the backcountry. Throughout the West and Alaska, the public lands are being discovered and used with enthusiasm by a new breed of recreationist. In BLM parlance these are the ORV'ers — a group with all ages, incomes and backgrounds but with one thing in common, a love of the outdoors. Sure, they may prefer the feel of wheels beneath them rather than a saddle on horseback, and the straining sounds of an engine may provide more thrill than the calls of a cactus wren or solitaire^{uds} — but their right to enjoy the public lands is just as legitimate in most areas as the rights of our more traditional recreationists who enjoy the land on two legs or four.

Certainly ORV recreationists have discovered the public lands. And they are here to stay. To many land managers, they have arrived with nothing short of an explosive force. In fact, it is rather startling to look at the change in ORV use statistics of almost any BLM area during the past 15 years. Other statistics also reveal the extent of the increase.

For example, since 1955 motorcycle registrations have increased tenfold (by comparison, automobile registrations have only doubled), and nearly half are built either for off-highway riding or for dual purpose use. In the West, there are now 4.3 motorcycles per 100 persons, and the number of four-wheel vehicles and snowmobiles would take this figure much higher.

There isn't a land manager around who has not faced the growth of ORV recreation with mixed feelings at best. While acknowledging the rights of ORV'ers, no one can ignore the potential damage that can result from running any vehicle off the paved road. In addition, the ORV users are often young and/or urban. Their perception of the land and its resources — both natural and historical — is often not attuned to the realities of ecology or social pressures. Land stewardship is often not a concept with which they are familiar, but neither is it one they necessarily disagree with when they do understand it.

Public affairs specialists, recreation planners and resource managers need to address this challenge in the coming years. In some areas, the pressures of ORV use are already critical; in others it is only a matter of time. This notebook has been designed to help you plan and conduct special events that can lead ORV'ers to a higher level of sensitivity toward the land they use, and a greater respect for the organization charged with its management.

APPROPRIATE USERS OF THIS GUIDEBOOK

District and State Office Public Affairs Specialists

Environmental Education Coordinators

Interpreters

Recreation Planners

Area and District Managers

Any BLM employee who wishes to take a leadership role in planning and conducting awareness events for ORV recreationists. THIS IS NOT APPROPRIATE AS A DISTRIBUTION ITEM.

What is an Awareness Event?

An awareness event is an on-site activity in which recreationists or other public land users rotate through a series of checkpoints (stations) to receive information about various facets of the environment and its management.

Awareness events, as used in the Bureau, began in 1977. The idea was proposed by a California school teacher who was concerned with ways to change people's outlook on desert lands and instill greater understanding and appreciation of its resources. Her idea was well received by the California State Office and two rangers in the Barstow Resource Area. They saw it as an excellent opportunity to involve ORV users in helping to work out a long-term solution to the problem of increased motorized recreation in the California desert.

On November 5 and 6, 1977, the first Desert Awareness Event was held at Red Mountain. By almost any standard it was a success. Despite poor weather, over 200 people and 60 vehicles participated. Desert Awareness Events II and III followed at Upper Johnson Valley on April 29-30, 1978 and April 25-27, 1980, respectively, and in the Cima Resource Area during the fall of 1980. In terms of attendance, enthusiasm, post-event evaluations and achievement of objectives, these, too, were highly successful.

The first events have focused on the desert and on four-wheel drive recreationists. This is because of the critical environmental problems in the California desert, and the relatively organized and cooperative nature of four-wheelers in the area. Conceivably, an awareness event can be held in virtually any environment and for a wide variety of users. It is easy to imagine forest awareness events, wetland awareness events, and we have even heard that the desert awareness events spawned an idea for a tundra awareness event.

AMERICAN MEDICAL ASSOCIATION

CHICAGO, ILL., MAY 15, 1915

TO THE EDITOR OF THE JOURNAL:

Dear Sir:

I have the honor to acknowledge the receipt of your letter of the 10th inst.

and in reply to inform you that the same has been forwarded to the proper authorities.

I am, Sir, very respectfully,
Yours,
J. H. HARRIS, M.D.

Chief of the Bureau of Hygiene, U.S. Department of Health

Washington, D.C.

Enclosed for you are the following documents:

1. A copy of the report of the Committee on the Hygiene of the Army.

2. A copy of the report of the Committee on the Hygiene of the Navy.

3. A copy of the report of the Committee on the Hygiene of the Marine Corps.

4. A copy of the report of the Committee on the Hygiene of the Coast Guard.

5. A copy of the report of the Committee on the Hygiene of the Air Force.

6. A copy of the report of the Committee on the Hygiene of the Army Medical Department.

7. A copy of the report of the Committee on the Hygiene of the Navy Medical Department.

Very respectfully,
J. H. HARRIS, M.D.

Chief of the Bureau of Hygiene, U.S. Department of Health

Washington, D.C.

I am, Sir, very respectfully,
Yours,
J. H. HARRIS, M.D.

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Washington, D.C.

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Yours,
J. H. HARRIS, M.D.

Chief of the Bureau of Hygiene, U.S. Department of Health

Washington, D.C.

Of course, there are restricting factors. Site fragility, limitations on mobility, lack of public interest and others are among these. However, where sufficient populations exist, the imagination is the limit. Also, audiences need not be limited to ORV recreationists. Although that is the focus of this guidebook, the concepts can easily be applied to horse users, backpackers or hikers, boaters, or special audiences such as senior citizens, school children, legislative groups, and others. The key is having a reason for the event. Beyond that, modifications are limitless.

Why Can They Be Effective?

Both communication theory and practical experience provide evidence that awareness events are especially suited to working with ORV recreationists. Frankly, awareness events are an expensive investment in personnel time. If we could achieve the same results in some less expensive manner, that would be recommended. However, because of the nature of land manager-ORV problems, the added expense of staging an awareness event raises the chances of success so much above less expensive means (such as brochures or mass media) that the events are actually more cost-effective. In other words, an investment of \$5 per person for an awareness event would be much more cost-effective, if successful, than an investment of 5¢ per person reached for a brochure or motion picture that has little impact. There are some good reasons why the events have a better chance of success than other methods of communicating with ORV users.

Communication theory suggests one important reason. That is that most people go through a series of rather predictable stages as they "adopt" a new idea. This could be a new product such as a household computer, or the adoption (or rejection) of a new practice such as low impact camping, or perhaps the forming

of course, there are constructive features. But, looking at the

as a whole, it is a very poor example of what can be done.

There are several important points to be made. The first is that

the system is not as good as it could be. It is not as

flexible as it should be. It is not as easy to use as it

should be. It is not as reliable as it should be. It is not

as good as it could be. It is not as easy to use as it

should be. It is not as reliable as it should be. It is not

Why the Day is Different

Each generation has its own problems and its own solutions. This

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of an opinion of a government agency with which they were not previously familiar. In the case of ORV users, the Bureau's primary goal is to have these individuals adopt practices that will reduce their impact on the land, its resources and other users. As an individual moves toward that "ideal" behavior, he or she goes through the following steps:

1. Awareness This is when the individual first learns of the idea, product, or practice. From the communicator's standpoint, this result is the quickest and easiest to attain. Mass media can be effectively used to bring a public to the awareness stage in an issue, although a staged event can certainly also do the job.
2. Interest We are aware of thousands of new ideas in which we have no further interest. The mental process simply ends there. However, if our curiosity is aroused and more information is desired, we have entered the interest stage. It is more difficult to get people interested, and it requires creative thinking to provide some vital link between an idea and the newly aware person. In other words, it is necessary to show why a person should be interested.
3. Evaluation In this stage, a person consciously weighs the pros and cons. In some classic studies, mass media became relatively unimportant at this stage, whereas friends and neighbors became the most used source of information. Significantly, at this point, the appropriate agency may be looked to for advice or information. Awareness events provide an excellent opportunity for this.
4. Trial At this stage, if we are dealing with a product or practice, the individual sees enough merit in it to give it a try. Again, friends, neighbors and the appropriate agency have been shown to be the most important information sources at this critical stage.
5. Adoption or Rejection If the idea or practice passes the personal tests of the preceeding stages, a favorable attitude has developed and the individual adopts the new idea. If it does not pass the tests, or if not enough information is made available, the idea is rejected.

The point of all this is to emphasize that in each stage of the above process different communication channels are relatively more important than others, and that communication by a land management agency is indeed crucial. In the early stages, mass communication can be the most cost-effective method. One public service

at an attempt to a permanent agency with which they were not previously familiar. In the case of GNY bank, the Bureau's primary goal is to have these individuals report information that will reduce their impact on the bank, the government and other banks. As an individual source reports that "ideal" information, he is the bank.

Through the following steps:

1. Identify
What is most the individual's true interest in the case? Is it to get a reward? From the Commission's perspective, this is not the primary and central to the case. There is a need to identify and to bring a subject to the case who is in a position to provide a steady stream of information and to the FBI.

2. Identify
In the case of identifying a new lead in which we have no contact history. The source's interest is to get a reward. It is our objective to identify and to bring a subject to the case who is in a position to provide a steady stream of information and to the FBI. It is our objective to identify and to bring a subject to the case who is in a position to provide a steady stream of information and to the FBI. It is our objective to identify and to bring a subject to the case who is in a position to provide a steady stream of information and to the FBI.

3. Identify
In this case, a source is identified as a lead in which we have no contact history. The source's interest is to get a reward. It is our objective to identify and to bring a subject to the case who is in a position to provide a steady stream of information and to the FBI. It is our objective to identify and to bring a subject to the case who is in a position to provide a steady stream of information and to the FBI. It is our objective to identify and to bring a subject to the case who is in a position to provide a steady stream of information and to the FBI.

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5. Identify
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The value of all this is to identify and to bring a subject to the case who is in a position to provide a steady stream of information and to the FBI. It is our objective to identify and to bring a subject to the case who is in a position to provide a steady stream of information and to the FBI. It is our objective to identify and to bring a subject to the case who is in a position to provide a steady stream of information and to the FBI. It is our objective to identify and to bring a subject to the case who is in a position to provide a steady stream of information and to the FBI.

announcement on radio, for example, can effectively make thousands of people aware of BLM's concern for a particular resource. But as a person moves toward actually adopting a practice that will help protect that resource (such as driving only on roads or trails), face-to-face communication becomes almost essential (particularly if it requires a change from an existing pattern of behavior).

Many, if not most, ORV users are well past the interest stage regarding the places they recreate. In fact, most active users have well established opinions about what they do, how they do it, and the agency that manages the land where they do it. Other than a total barrage of mass media messages — something quite impractical for a public agency — the only way to influence the practices of individuals at this stage is through the kind of communication made possible at awareness events. An awareness event allows the personal, one-to-one exchange of ideas; the kind of interpersonal communication where questions are freely asked and answered, opinions are aired in an informal atmosphere, and a rapport or mutual respect can be developed.

Naturally, not all ORV users are at the same stage in the adoption sequence at any one time for any particular idea. For example, some are unaware that a problem or issue may even exist. For these individuals, awareness and interest can be created (even though there are more efficient ways of doing this). For others, poor practices may be well-established. It will be necessary to re-interest these people in a different approach, help them evaluate it, and hopefully guide them toward trying and finally adopting the kind of practices that Bureau managers believe are necessary if ORV's are to use the land without damaging it.

Awareness events, then, can do many things, ranging all the way to modifying the established, recreational practices of experienced ORV enthusiasts. In addition, there is evidence based on the first events that they help improve the image of BLM. This effect should not be minimized, for the Bureau seeks not only to be a good neighbor and responsible land steward, but to be recognized as such.

The rapport established by successfully staging an awareness event has achieved this in many instances. It can do it for your area as well.

Some comments from post-event evaluations in California...

"BLM seems more organized and sincere than I had thought."

"I was able to hear their (BLM's) side in a peaceful manner, one on one."

"I gained a better knowledge of ecology and how it works."

"There's at least two good guys in BLM."

"They (BLM) are not as bad as some people lead you to believe."

"All the stations were informative and interesting. Left you with things to think about."

"It gave me a better understanding of the enormity of BLM's job."

"I had never heard of BLM."

"I now understand the pressures that are on BLM."

... and from a BLM manager:

"The Desert Awareness Event was a success... because it demonstrated that BLM, ORV groups, and desert specialists can work together towards the protection of desert resources."

Eight Steps to Success

The suggestions that follow are based on a combination of two things. First, there are certain considerations necessary for any staged event to come off smoothly. Secondly, they incorporate knowledge gained from the successes — and problems — experienced during the Bureau's first awareness events in California.

New challenges, opportunities and needs will be present in different locales and, in fact, for each new event. They may not even carry the name "event" and they may be greatly different in format than what is described here. The following steps are general guidelines to help make the job easier, but they are neither fool-proof nor comprehensive. Nor should they be considered inflexible. It is therefore suggested that you take advantage of the loose-leaf format and spaces for notes to keep your own records and to add suggestions for future events.

STEP 1: SELECT A PURPOSE AND A SITE

Goals and Objectives

As with any important endeavor, the first step is to clearly determine what the end product should be. This is the goal. It should tie-in closely with:

1. the Bureau's mission.
2. management problems in your area.

The goal for awareness events may be expressed in general terms but should be realistic. Examples of goals might be:

1. "To create in ORV users a better understanding of why deserts are fragile and to enlist their help in protecting its resources."
2. "To create a better working relationship with organized ORV groups in the Podunk Resource Area."

Goals make it possible to set related objectives. These, in turn, focus our efforts. They show us what battles to fight instead of letting us deceive ourselves into setting out to conquer the world all at once. They also make it possible to measure our successes and more clearly see what adjustments are needed in content or procedure.

Objectives should be written to be useful. And this will vary with the circumstances. They need to be complete enough to be meaningful, but need also to be realistic enough to achieve, and within a stated timeframe. Most importantly, they must be written in terms of the desired effect on the participants in an event. An objective is to have the participants be able to do, know or believe something when the event is over. A good objective is not expressed as having the agency do something. In other words, "To tell people about desert fragility" is a poor objective. This objective, as stated, can easily be achieved by the agency but in no way suggests what should be expected for any impact to occur.

THE 11. WHAT A SCHOOL IS

Goals and Objectives

As with any important endeavor, the first step is to identify the purpose of the school. The school should be able to identify its purpose and its goals. It should also be able to identify its objectives.

1. The school's mission.

2. Management problems in your school.

The goal of the management school is to provide the necessary knowledge and skills for the school's management.

Objectives of the school are:

1. To provide the school with a better understanding of its own needs and to provide the school with the necessary knowledge and skills for the school's management.

2. To provide the school with the necessary knowledge and skills for the school's management.

3. To provide the school with the necessary knowledge and skills for the school's management.

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15. To provide the school with the necessary knowledge and skills for the school's management.

16. To provide the school with the necessary knowledge and skills for the school's management.

17. To provide the school with the necessary knowledge and skills for the school's management.

Some examples of objectives that are stated in a more meaningful way are:

- 1-A. "By the end of the event, all participants will be able to describe three soil characteristics that contribute to the slow recovery from wheel tracks."
- 1-B. "By the end of the event, all participants will be able to explain why BLM recommends not camping next to springs."
- 2-A. "To have 90% of the post-course evaluations reflect a positive attitude toward the management plan for the Tickhaven ACEC, even though it is closed to vehicular use."
- 2-B. "To obtain agreements for volunteer work projects to be done during the next fiscal year from all ORV groups in Sundown County."

The Site

Many factors must be taken into consideration in selecting an appropriate site. Goals and objectives determine the educational characteristics needed for the site. Obviously, if an objective involves providing knowledge and appreciation of cultural resources, then one or more suitable settings will be needed for the discussion. If the safe harvesting of firewood is an objective, a wooded area where cutting and limbing can be done and observed will be needed. Usually, a good variety of features will be needed to both meet objectives as well as provide a diverse, interesting experience.

Besides the educational qualities of a site, several other factors must be considered. These include:

- 1. Distance from population center (to encourage attendance and minimize travel to the starting point).
- 2. Suitable road or other travelway through the site. For 4-wheelers, a challenging road might be more desirable than a paved one.
- 3. Absence of mixed land ownerships such as private property, state land, parks, etc. Ideally, the site will be all BLM-managed and free of restrictions on the mode of transportation to be used during the event.

from knowledge of experience that the world is a more complicated than it

1-4. "At the end of the world, all participants will be able to describe their own characteristics and differences in the after economy from their own point of view."

1-5. "The end of the world, all participants will be able to describe the world from their own point of view."

1-6. "The end of the world, all participants will be able to describe the world from their own point of view, and the world from the point of view of the world."

1-7. "To obtain information for voluntary work projects in the world, the end of the world will be able to describe the world from their own point of view."

1-8. The end of the world

1-8.1. The end of the world, all participants will be able to describe the world from their own point of view.

1-8.2. The end of the world, all participants will be able to describe the world from their own point of view.

1-8.3. The end of the world, all participants will be able to describe the world from their own point of view.

1-8.4. The end of the world, all participants will be able to describe the world from their own point of view.

1-8.5. The end of the world, all participants will be able to describe the world from their own point of view.

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1-8.8. The end of the world, all participants will be able to describe the world from their own point of view.

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1-8.12. The end of the world, all participants will be able to describe the world from their own point of view.

1-8.13. The end of the world, all participants will be able to describe the world from their own point of view.

1-8.14. The end of the world, all participants will be able to describe the world from their own point of view.

1-8.15. The end of the world, all participants will be able to describe the world from their own point of view.

4. Absence of environmentally fragile or unique areas.
5. Distance from other regular use areas such as play areas, recreation sites, campgrounds, etc. Ideally, the group and its activities will be isolated from intrusions that could disrupt the program. Conversely, the event should not disrupt other uses.
6. Suitable camping site if it is a two-day event.

To help in the evaluation of potential sites, see the chart in Appendix A.

(A blank form follows this section.) Across the top list each area under consideration. Down the left side, add the site requirements based on your objectives and any other needs unique to your situation.

A more detailed resource analysis may be helpful in some cases.

Appendix B contains an example that contrasted the features of two potential sites, using the subjects most important to that particular event (desert awareness).

Environmental Assessment

Since holding an awareness event is a major action with a potential environmental impact, it is necessary to conduct an environmental assessment on the selected site, or alternative sites if more than one is being considered. This should be done before planning for the event proceeds further, as it can be cumbersome and embarrassing to the Bureau if the report would require changing sites after one has been announced.

Fortunately, management framework planning has provided blanket assessments of many areas. If this has been done and has revealed no limitations, then nothing further is required. If it has not been done, contact the appropriate specialists with your request. Be sure to allow plenty of time. Better yet, plan a year in advance so it can be added to the annual work plans. This is true in the case of all Bureau personnel to be involved in the event.

1. Assessment of environmental impact of proposed action.

2. Disturbance from other sources may occur at this stage. Environmental impact, consequences, etc. However, the impact and the activities will be assessed from information that could be derived from the project. Consequently, the impact should not be regarded as final.

3. Suitable mitigation measures to be taken.

To help in the evaluation of potential risks, the following are suggested:

(a) Check that the following are taken into account:

(i) Identification. From the left side, and the right side, and from the top.

(ii) Location and any other needs arising from the situation.

A more detailed response analysis may be required in some cases.

Appendix B contains an example of a response analysis for a proposed action.

After, using the subjects most important in the questionnaire, the following are suggested:

(a) Summary.

Appendix A: Assessment

When building an assessment, it is a good idea to use a questionnaire.

Environmental impact. It is necessary to consider environmental impact.

On the related side, an alternative view is also taken into account.

Considered. This should be done before planning the action. However,

because, as it can be seen, the assessment and engineering in the future is the

subject would be quite changing after the action has been completed.

Furthermore, management planning has provided a number of suggestions.

of any action. It has been done and has resulted in a number of suggestions.

nothing further is required. If it has not been done, consider the following:

specifically with your request. Be sure to allow plenty of time. Before,

with a view to advice as to how to proceed to the next stage. This is

time in the case of a future assessment in the future in the future.

Suggested Stations or "Checkpoints"

Awareness events are based on a system whereby participants are subdivided into groups and rotated at regular intervals between points of instruction. The rotation can be done on foot, or by the conveyance related to the group's interest (4-wheel vehicles, trailbikes, horses, canoes, etc.). The suggested time at each station is 40-45 minutes, a period long enough to impart some meaningful information and conduct a brief activity or discussion, while at the same time retaining a high level of interest and anticipation.

The topic of the stations are based on the goals and objectives for the event, and the nature of the area. It is unlikely that any two events will be the same, and they probably should not be. Here are some station topics that have been used in previous events:

Desert Mammals	Animal-related checkpoints usually rate high in post-event evaluations. When possible — and <u>safe</u> — allow handling of live creatures and study skins. However, supervise children closely to prevent unintentional abuse (like squeezing) of any live specimens.
Desert Reptiles	
Desert Arthropods and Insects	
Plants	These can be deadly dull next to the other topics unless extra care is taken to involve participants and keep the sessions interesting and active. In plants, adaptations to the environment often is more interesting than identification alone.
Geology	
Archaeology, Petroglyphs, etc.	
Recent History	
Radio Telemetry	Other ways that help obtain concrete data about the environment might also help build credibility for natural resource management agencies.
Survival (Human)	
Children's Area	Consideration should be given to making this an area with all-day activities. It frees the parents and allows station presentations to be oriented to the adult level.
Ranger Equipment	Fire fighting equipment, foresters' tools, ranch apparatus and others could also work well.

Vehicle Use Without
Impact

BLM Management

First Aid

This station is a good idea at any event and is best located at the point nearest the camping or parking area. It can be set up to serve as an aid station throughout the days and evenings.

Layout

The actual layout of the planned activities will be dictated by too many local factors to allow helpful discussion here. However, some primary considerations include:

1. Suitable camping site for two-day events.

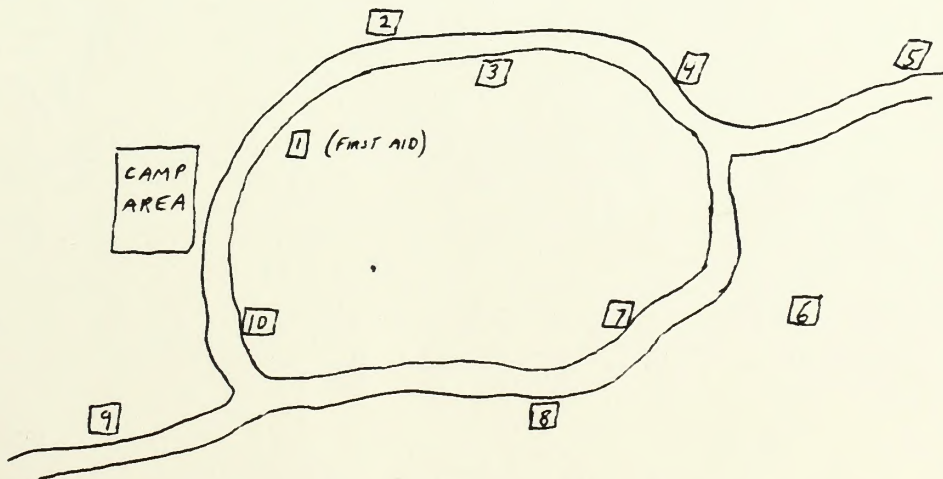
It must be large enough, free of hazards such as snags, relatively level, and preferably in an aesthetically pleasing setting. Established campgrounds should usually be avoided unless lightly used or having a group site of adequate size.

2. Adequate parking.

For either an overnight or a single day event, the parking area must be large enough, and firm enough so vehicles don't get mired down if it rains.

3. Loop or Clustered Route?

Two general patterns have been used. One is a large loop with the camp or rallying point located somewhere along it. Groups are divided according to the number of stations, and times per station are determined so each group makes it around the entire circuit during the event. This is illustrated below showing 10 stations, and with some deviation from a perfect loop. Time-wise, perhaps 3 are covered Saturday morning; 3 that afternoon; and 4 on Sunday.



Whistle the Whistle
Loudly

W. H. H. H.

W. H. H. H.

This whistle is a good one at all times and
is best known at the point where the whistle
is blowing. It can be heard in the air
on all occasions throughout the day and night.

W. H. H. H.

The second part of the whistle is a good one at all times and
is best known at the point where the whistle
is blowing. It can be heard in the air
on all occasions throughout the day and night.

W. H. H. H.

W. H. H. H.

1. Whistle blowing rate for two-day events

It was to large enough, but it was not as large, relatively
level, and possibly in an unbalanced position. The whistle
blowing rate should be about 1000 times per hour, or about 10
times per minute, or about 10 times per second.

2. Whistle blowing rate

It was to large enough, but it was not as large, relatively
level, and possibly in an unbalanced position. The whistle
blowing rate should be about 1000 times per hour, or about 10
times per minute, or about 10 times per second.

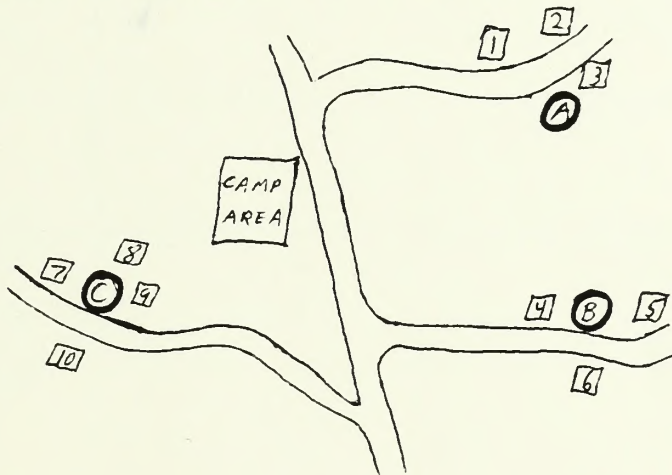
3. Whistle blowing rate

The whistle blowing rate was about 1000 times per hour, or about 10
times per minute, or about 10 times per second. The whistle
blowing rate should be about 1000 times per hour, or about 10
times per minute, or about 10 times per second.



The other configuration allows for a series of clustered stations as shown below. Using this method, the entire group travels to cluster A, perhaps Saturday morning, then walks between stations. In the afternoon, they move to cluster B and do the same. Sunday, this is repeated at cluster C. This reduces the number of times an instructor must repeat his/her session, but the groups will be larger. Also, it is a means of reducing the amount of between-station travel by vehicle or horseback. This may or may not be desirable, depending on the circumstances. A variation on the above plan might be to divide the group into thirds, have each third rotate between the stations at a cluster in subdivided groups, then move on to the next cluster.

The cluster configuration is illustrated below:



Notes:

GOALS AND OBJECTIVES

Name of Event:

Distance from: <u>Goal(s):</u>	
Road or travelway	
Ownership pattern/ other restrictions	
Environmental sensitivity	
<u>Objectives:</u>	
Isolation from other users	
Campsite	
Needs for meeting objectives	

GOALS AND OBJECTIVES

Name of Event:

Goal(s):

Objectives:

COMPARISON OF POTENTIAL SITES

Distance from:	
Road or travelway	
Ownership pattern/ other restrictions	
Environmental fragility	
Isolation from other users	
Campsite	
Needs for meeting objectives:	

	Distance from
	Road or
	Highway
	Ownership pattern/ Other restrictions
	Environmental Feasibility
	Location from Other users
	Location
	Needs for meeting objectives

COOP. EFFORT

STEP 2: DEVELOP A COOPERATIVE EFFORT

The instructional part of an awareness event takes place in the field, but the opportunity to develop improved public relations begins long before that. For this, it is essential that the target audiences be involved in planning and conducting almost the entire event.

At exactly what point involvement begins will vary with the circumstances. However, it is probably best to firm up goals and objectives plus have some possible topics and two or three possible sites in mind before approaching a potential cooperator. It may also be well to make initial contact with any cooperating agencies before "going public" with the idea.

Next the appropriate public must be selected. This, again, is tied to the goal of your event which in turn is tied to local management problems that you hope to help solve. In California, the first groups have been 4-wheel drive clubs. These are usually family groups, well-organized, and have been in existence a relatively long time. Conceivably, the concept would work with any group interested in cooperating, or possibly a combination of two or more. It is even possible to invite the public at large, especially for a one-day event, but the risks and problems are too great to recommend this approach for an overnigher in most areas.

After discussing the idea with the group's leaders, a general presentation to the club or organization is desirable, asking their help to decide the final location, topics, dates, whether or not to include an exhibit area, and other final details. Voting may be necessary to arrive at agreement. At this point, it is also necessary to divide the responsibilities for further preparation and for actually conducting the event.

Based on the California experiences, the following division of responsibilities is suggested:

<u>BLM</u>	<u>ORGANIZATION</u>
___ Establish goals and objectives	___ Final selection of site, topics and instructors
___ Initial, tentative site locations	___ Publicity to members/target audience (with BLM assistance as needed).
___ Environmental assessment, cooperative agreement and any other required paperwork.	___ Pre-registration
___ Tentative topics and possible instructors	___ Camp set-up
___ Invite instructors	___ Registration and CB monitoring
___ Notify local authorities	___ Vehicle coordination/control
___ Sanitation facilities	___ Assignment of "Trailmasters" (group leaders to facilitate travel from station to station)
___ Campground security	___ Camp clean-up
___ Post-event publicity	___ Evaluation
___ "Thank you's"	
Others:	Others:

Some Legalities

For details on regulations covering ORV events, refer to 43 CFR 8372.

You will see that recreation permits are required for ORV events involving 50 or more vehicles, with a minimum fee of \$1 per ^{event} vehicle. Although this in itself is probably no hindrance, it counteracts some of the cooperative spirit that should be promoted. There are alternatives to the fee and permit method, and two of them are suggested below:

1. Require that the cooperating club hold registration to less than 50 vehicles.

While this eliminates the fee charge and need for a permit, and is probably easily achieved in smaller communities, it does present problems for larger clubs. It also is counterproductive to reaching as many ORV users as possible (within reason) in a single event.

2. Enter into a Cooperative Agreement to establish BLM as a sponsor of the event. A sample agreement is contained in Appendix C and has been suggested by the USDI Office of the Solicitor. However, the document needs to be modified according to the specific needs and circumstances of each event. One thing is certain -- it is important to be as specific as possible in all details of the agreement.

This approach eliminates the need for a fee or permit, and formally establishes working relationships. The **agreement** should clearly spell out the responsibilities and limitations of all parties. (Even if it is decided to use the permit procedure or to hold the number of vehicles to less than 50, it is a good idea to put responsibilities in writing. This should be done early in the preparation stage.)

Please note the "release form" in Appendix D that has been used in the registration or pre-registration packets by some clubs. This, too, is a good idea regardless of the arrangements and should be discussed with club leaders during the first meeting. In all cases, they should check with their insurance representative to make certain that their coverage is in good standing and not adversely affected by sponsoring or co-sponsoring the event.

Keep it Simple

It should go without saying that to plan a successful awareness event, it is necessary to be well organized, thorough and patient. However, it deserves to be emphasized. It also needs to be stressed that bureaucracy needs to be screened out as much as possible from the process of working with cooperating organizations. It is easy for something as relatively straightforward and positive as an awareness event to quickly become complicated and negative. At least, it is easy for individuals to perceive it this way if they are not used to working with government operations. As an example, consider the comment of one ORV leader who became disgruntled after helping to plan an awareness event. He wrote, "They (BLM) do not have the ability to take a simple task and keep it simple!"

Help prove him wrong.

INSTRUCTORS

STEP 3: RECRUITING THE TALENT

The keystone in any awareness event is the quality of those who are responsible for the instruction. After the topics are selected, the instructors should be selected carefully and based not only on their knowledge of the subject matter, but on their enthusiasm for the project and their skill in delivery. This is no easy order the first time through, but "duds" should be screened out from subsequent efforts. Also, it is important to seek names from the cooperating club, for if they do not have at least a few individuals with whom they strongly identify or have built a trust relationship, the credibility of the entire staff may be suspect.

Sources of good instructors are limitless. Local schools and colleges are the first place to think of, but experts are found in all walks of life. Often they have local reputations such as the storekeeper who has had a life-long hobby of working with reptiles, or a historical society member who is the leading authority on early settlers. Then, of course, there is agency personnel, including those from BLM, state fish & game departments, parks, the USDA Forest Service and others. However, too many agency people can color the entire effort, so their numbers should be kept to a minimum.

In approaching instructor candidates, be certain they understand:

- your goals and objectives.
- the time commitment (Having someone leave and closing a station can sure foul up the schedule!)
- conditions and character of the site they will be using.
- the audience (Provide as many characteristics as you can, e.g. age range, where they are from, their general knowledge about the subject, etc.)
- alternatives for poor weather.

It is important to stress the involvement technique of teaching when discussing the event with a prospective instructor. People do not want to spend their weekend being lectured at, even in an outdoor setting. Also, especially if the weather is inclement, they will not enjoy standing still and having nothing to do for 45 minutes. In other words, ask all instructors to make a special effort to involve the participants for at least half their session. Some ways to achieve this include:

- Look for things
- Encourage questions and comments
- Ask questions
- Have participants make comparisons, conclusions, etc.
- Use volunteers in demonstrations
- Gather data as a group for use in making a point or conclusion
- Let people practice a new skill
- Pass out fun-type quizzes
- Begin the session by passing out "Questions-I-always-wanted-answered" forms, then basing discussions on them
- Etc., etc., etc.

As instructors are contacted and agree to assist, develop a list with their names, addresses and phone numbers. This makes a useful handout at the event and is valuable to the coordinators in a number of ways before and afterwards.

Notes:

TOPICS THAT CAN MEET OUR
OBJECTIVES OR ADD INTEREST: *

Topic

Possible Instructors
(Name, title, address)

Phone

* When all are listed and confirmed, have your typist convert this into a page or two suitable as a handout. At the top add: Instructor Staff
X Awareness Event
Date

PUBLICITY

STEP 4: PUBLICITY

Pre-Event

The problem of needing pre-event publicity is minimized when working with one or more cooperating clubs. It is their responsibility to inform members and they almost always have effective ways to do this. For purposes of visibility, the club may also desire some mass media publicity. If so, BLM can assist either in directing club leaders to the right contacts, or by putting out a general release through the public affairs staff. The risk with pre-event publicity to the general public is that it might be construed as an invitation. If working with specific clubs, this can cause problems since the event usually should be limited to the members of those clubs only and to others they may wish to include.

Post-Event

A public relations goal in the Bureau is to gain wider recognition as a "good neighbor" working with local people and promoting good stewardship of the land. Awareness events exemplify these traits and provide newsworthy copy for bringing them to the attention of some of our most important publics — including large numbers of ORV recreationists. In the past, excellent publicity has resulted from the events, all of it positive in every way.

Bureau personnel can help assure such publicity in three ways:

1. Make sure the event is well planned and conducted!
2. In cooperation with the participating club, invite selected media personnel to attend and participate in the event. In the case of ORV events, this should include editors of the ORV press, and outdoor writers, as well as wire service and local media people.
3. Issue a general BLM release immediately after the event.

SOME ARTICLES RESULTING FROM CALIFORNIA'S DESERT AWARENESS EVENTS:

"Offroaders and the Environment: Can the Two Coexist? In the midst of a California battle are those who say 'yes'"

-- Van Life & Family Trucking

"Red Mountain and the 'Desert Awareness' Event"

-- Desert

"Desert Education: Awareness. What's this? The BLM and four-wheelers are learning about each other"

-- Pickup, Van & 4WD

"Desert Discovery. Associated Blazers help us learn what makes the desert tick"

-- 4-Wheel & Off-Road

"Desert Awareness. The first in hopefully a long line of purposeful clinics"

-- ORV

MEDIA PERSONNEL TO INVITE:

Name	Publication/Station	Address/Phone	Invitation Accepted
------	---------------------	---------------	------------------------

ORV-Related

General

STEP 5: RULES AND MATERIALS

The Pre-Registration Packet

The cooperating club or organization should have full responsibility for conducting pre-registration. This way they control the numbers if limited to 50 vehicles, they communicate with their members about the ground rules, and they are immediately visible as co-sponsors. Also, most organized clubs are quite experienced at conducting events and will already be attuned to the mechanics of this operation.

It helps to immediately find out who is assigned this task, and to provide the person(s) with a list of suggested items to include, such as rules, maps, etc. Think about the inclusions carefully, perhaps using the form at the end of this section, because most problems can be prevented if participants arrive at the event with the right information. Also, it is wise to insist that participation in the event is contingent upon pre-registration. Some materials that have been used are included in Appendix 9.

Registration

At the entrance to the camping or parking area, a clearly identified registration area should be established and manned by the club. This is the control point where additional information is provided, a record is kept of who has arrived, and extra materials are available. It is also helpful if a specific, non-emergency CB channel is monitored. The channel number should be included in the handout material and provides a network of communication if problems arise.

STEP 5: ROLES AND MATERIALS

The Pre-Registration Packet

The cooperating club or organization should have full responsibility for conducting pre-registration. This way they control the numbers if limited to 50 vehicles, they communicate with their members about the ground rules, and they are immediately visible as co-sponsors. Also, most organized clubs are quite experienced at conducting events and will already be attuned to the mechanics of this operation.

It helps to immediately find out who is assigned this task, and to provide the person(s) with a list of suggested items to include, such as rules, maps, etc. Think about the inclusions carefully, perhaps using the form at the end of this section, because most problems can be prevented if participants arrive at the event with the right information. Also, it is wise to insist that participation in the event is contingent upon pre-registration. Some materials that have been used are included in Appendix D.

Registration

At the entrance to the camping or parking area, a clearly identified registration **area** should be established and manned by the club. This is the control point where additional information is provided, a record is kept of who has arrived, and extra materials are available. It is also helpful if a specific, non-emergency CB channel be monitored. The channel number should be included in the handout material and provides a network of communication if problems arise.

Again, from previous experience conducting rallies, competitions, etc., the club will probably be skilled in registration and on-site coordination.

BLM can best assist by:

- ___ providing a final agenda in printed (mimeo) format
- ___ providing name tags (pin type)
- ___ offering litter bags (they might be used as the container for other handout materials)
- ___ providing a final list of stations (including brief summary of topics) and instructors
- ___ making available area or district maps and other pertinent BLM material
- ___ having on hand supplies that might be forgotten (sign paper, felt-tip pens, thumb tacks, pens, etc.)
- ___ assigning one person to help with registration, to answer questions, and to generally be in the "headquarters" area at all times

An important item that should be given to all parties is a map showing the closest hospital, instructions on emergency procedures, and warnings about poisonous snakes or other potential hazards.

Trailmasters and Other Roles

Roles already mentioned are key coordinators from both BLM and the club(s). Early in the planning stage, these names and numbers should be on paper with copies made available to all involved parties. We have also mentioned instructors (and the need for that list), and the people in charge of registration. Club leaders may also want to assign members to handle camp set-up, parking, or whatever the circumstances require.

"Trailmasters" should also be selected and coordinated by the club.

One reliable party with appropriate transportation (and, ideally, a CB radio) is needed per group (a group being the people who rotate together from station to station). The trailmaster is charged with keeping the group together,

guiding them safely from station to station, keeping the program running on time, and generally being "in charge" of his/her group. Arm bands or vehicle signs/antenna flags can help in identifying these key people. It is especially important that they have a preview of the route and know where the stations are located and are aware of any travel difficulties that could be encountered.

Security is another important role, and this should be discussed in advance. It is suggested that:

1. The club be responsible for the behavior of its members.
2. BLM be responsible for any problems encountered with "outsiders"

Problems with the latter have not been experienced, but the potential always exists. Advance communication coupled with rapid reporting of any incidents are the keys to handling this situation.

Another security problem is when participants are in the field and the campsite is empty. We suggest that BLM be responsible for protecting the camping area. In most cases, the presence of family members may be all that is necessary, but these arrangements should be discussed with club coordinators during planning.

All assignments should be down on paper with a copy posted and copies made available to all leaders. A suggested form follows at the end of this section.

Completion Certificates/Awards

To extend positive feeling beyond the event, an attractive Certificate of Completion should be considered. A BLM graphics specialist will be able to help, and a small supply can inexpensively printed. All event sponsors should be listed, and the Bureau's logo should appear on the certificate. Each participant should receive one, with his/her name typed or hand-lettered diploma-style. Placing them in manila envelopes prevents damage and helps add to their "value".

Another idea is to present souvenir packets to the participants. These might include such items as:

- arm patch and/or vehicle plaque with the event name and date included
- Roadrunner/Wile Coyote poster packet
- "Promise of the Land," "ORV Recreation" or other appropriate booklet

The packet should be neatly packaged in a map wallet, litter bag, specially-prepared box or other special container with BLM identified by logo or other means.

Distribution of souvenir items as the event ends can present a problem. People disperse rapidly and it is almost impossible to hold a closing ceremony or meeting. The best approach is to arrange for the instructors at each station to hand out the certificates and/or souvenir packets at the close of the last session.

Evaluations

At the same time instructors hand out the above items, they or the trailmasters should distribute evaluation forms. A sample is contained in Appendix E but should be modified to meet the needs of your event. It should also be handled under the auspices of the club to avoid survey requirements of OMB.

It is especially important that the participants complete the forms on the spot, handing them back before leaving the station. This is the only way to assure a complete and immediate survey of opinions. Then be sure to use the summarized results in making adjustments for the next event.

SUGGESTED PRE-REGISTRATION MATERIALS

- _____ 1. Application form that includes the names, addresses and phone numbers of all participants. It should also ask for anything else that is critical in planning the event (for example, if transportation between stations is needed, etc.)
- _____ 2. Map showing how to get to the camping area (or starting point if a one-day event)
- _____ 3. Rules
- _____ 4. Information on: _____ dates, times and sponsors (including names and phone numbers of key contacts)
 _____ weather and clothing
 _____ availability of water
 _____ hook-ups or lack thereof
 _____ fees, if any
 _____ emergency procedures
 _____ other: _____

- _____ 5. Responsibility waiver form
- _____ 6.
- _____ 7.
- _____ 8.
- _____ 9.
- _____ 10.

ASSIGNMENTS

<u>Responsibility</u>	<u>Name</u>	<u>Phone or Vehicle I.D.</u>
Club coordinator(s)		
BLM coordinator(s)		
Instructors	(See separate list)	
Registration		
Camp set-up		
Parking/Vehicle control		
Campground security		
Camp clean-up		
Trailmasters		
Group	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9	
	10	
Others:		

MISCELLANEOUS EQUIPMENT & MATERIALS

- ___ Portable toilets BLM should make sure these are available (rented, borrowed or constructed) and placed in the camping/ parking area, and at points along route, if necessary.
- ___ Portable tables & chairs For registration and headquarters area.
- ___ Station signs It is best to make station identification signs of outdoor plywood and save them from year to year. All that is needed is the station's number that coincides with the participant's map. Suggestion: make the sign backing in the BLM logo shape.
- ___ Other signs These may include directional arrows, registration area, camping limits, or others as needed. A supply of heavy paper for unanticipated sign needs is also a good idea.
- ___ Portable PA unit Especially useful for organizing groups or making announcements at the beginning of the first day's program.
- ___ Two-way radio High quality, with back-up units in case of emergency.
- ___ Camera Don't get too busy to take pictures for future use. A few black & whites, and enough slides for a slide show are suggested.
- ___ Other:

DRY RUN

STEP 6: COURSE PREPARATION AND DRY RUN

Perhaps a week before the event a meeting at the site should be scheduled. The key people are the coordinators, who together should decide the final arrangements. Doing this together is one more way to establish mutual trust and a good working relationship. Specifically, the exact campsite location should be determined, hazards marked, and the site of each station flagged or signed. For the latter, it is best if instructors also attend the meeting, but this is usually too difficult to arrange.

This final pre-event meeting should also be used to re-confirm who will do what, and who will be responsible for various equipment and material.

If the event is on a weekend, trailmasters should be asked to run the course Friday afternoon or evening to make certain they know how to find each station. Station signs should also be in place at this time, and campsite boundaries flagged if that is necessary.

Last but not least, one more time mentally ^{to} ~~mentally~~ go over each detail of the program to make certain all is ready. And go a step further. Do some "anticipatory coping"! That is, without becoming paranoid, try to anticipate emergencies that could occur (heart attack, disabled vehicle, snake bite, and so forth), and know exactly how the situation would be handled.

Then — relax, try to enjoy the event, and get to know the participants on a one-to-one basis.

NOTES FOR DRY RUN MEETING:

Who will attend:

Materials needed:

_____ Flagging

_____ Maps

_____ Signs (?)

_____ Other:

Notes of things to discuss:

THE NEW METHOD

1. The first step is to

2. The second step is to

3. The third step is to

4. The fourth step is to

THE NEW METHOD

STEP 7: THE BIG EVENT

Believe it or not, this is the easiest step. This^{at} is, it should be if you have done a good job of planning and setting up the on-site coordination. If so, you can sit back and enjoy the event, helping out as needed, handling the numerous little problems that arise, and most importantly — communicating with the participants. Your family may enjoy this, too, and their presence will help establish the interpersonal relations needed to break down many of the barriers between the Bureau and motorized recreationists.

Ideally, the day will run like clockwork. But it may need some help. The biggest help will be to start on time the first morning, allowing enough lead time for assembling, giving last minute instructions, and traveling to the first stations. The trailmasters and instructors should take it from there, following the agenda carefully.

Stay Flexible

Sometimes the ideal doesn't happen. Whether it's the weather, an instructor who doesn't show up, or a trailmaster who gets his/her group lost, be prepared with some alternatives. Anticipatory coping should help. For example, be prepared to combine groups if a station is eliminated; ask the club leader to have a reliable alternative in mind if a trailmaster doesn't show up; and have bad weather plans (e.g. a one-week postponement, proceed if moderately poor, etc.).

For the unanticipated, stay calm and a solution will be worked out.

To handle the coordination and problem-solving, it is important to remain unencumbered by teaching, registration duties, or similar jobs. The temptation will be to fill a slot to help out, but flexibility requires otherwise.

An Evening Program

Planned entertainment/education around an evening campfire can add another dimension to the overall event. It should not duplicate any of the stations nor be very formal, but it might be an entertaining speaker on a topic related to the area, or a demonstration, or perhaps even an open discussion. The latter can be risky, however, especially since some drinking can be expected and arguments could result. Another idea is to use a generator and have a slide show or movie. In this case, be sure to use a piece of heavy plywood painted white as the screen. Wind and the other kinds don't mix.

What is included in the evening program will depend largely on your particular circumstances. One group may be inclined toward singing, or listening to someone talented with a guitar. Another may need more structure. Some brainstorming ahead of time with the club leadership can help determine what is best, and whatever it is — do it rather than leaving the evening blank on your agenda.

Finally, before dispersing, the leadership should get together to briefly discuss the success of the event, any problems or concerns, and possibly to make plans for a second event or other kind of follow-up. By all means, bring closure to the event on a positive note.

of human beings

The first condition for the existence of a human being is the presence of a certain amount of matter. It is not enough to have a certain amount of matter, but it is also necessary to have a certain amount of energy. The second condition is the presence of a certain amount of information. This information is not only in the form of matter, but also in the form of energy. The third condition is the presence of a certain amount of organization. This organization is not only in the form of matter, but also in the form of energy. The fourth condition is the presence of a certain amount of consciousness. This consciousness is not only in the form of matter, but also in the form of energy. The fifth condition is the presence of a certain amount of freedom. This freedom is not only in the form of matter, but also in the form of energy. The sixth condition is the presence of a certain amount of responsibility. This responsibility is not only in the form of matter, but also in the form of energy. The seventh condition is the presence of a certain amount of love. This love is not only in the form of matter, but also in the form of energy. The eighth condition is the presence of a certain amount of truth. This truth is not only in the form of matter, but also in the form of energy. The ninth condition is the presence of a certain amount of beauty. This beauty is not only in the form of matter, but also in the form of energy. The tenth condition is the presence of a certain amount of goodness. This goodness is not only in the form of matter, but also in the form of energy.

There is a certain amount of matter in the universe. There is a certain amount of energy in the universe. There is a certain amount of information in the universe. There is a certain amount of organization in the universe. There is a certain amount of consciousness in the universe. There is a certain amount of freedom in the universe. There is a certain amount of responsibility in the universe. There is a certain amount of love in the universe. There is a certain amount of truth in the universe. There is a certain amount of beauty in the universe. There is a certain amount of goodness in the universe. There is a certain amount of matter in the universe. There is a certain amount of energy in the universe. There is a certain amount of information in the universe. There is a certain amount of organization in the universe. There is a certain amount of consciousness in the universe. There is a certain amount of freedom in the universe. There is a certain amount of responsibility in the universe. There is a certain amount of love in the universe. There is a certain amount of truth in the universe. There is a certain amount of beauty in the universe. There is a certain amount of goodness in the universe.

The first condition for the existence of a human being is the presence of a certain amount of matter. It is not enough to have a certain amount of matter, but it is also necessary to have a certain amount of energy. The second condition is the presence of a certain amount of information. This information is not only in the form of matter, but also in the form of energy. The third condition is the presence of a certain amount of organization. This organization is not only in the form of matter, but also in the form of energy. The fourth condition is the presence of a certain amount of consciousness. This consciousness is not only in the form of matter, but also in the form of energy. The fifth condition is the presence of a certain amount of freedom. This freedom is not only in the form of matter, but also in the form of energy. The sixth condition is the presence of a certain amount of responsibility. This responsibility is not only in the form of matter, but also in the form of energy. The seventh condition is the presence of a certain amount of love. This love is not only in the form of matter, but also in the form of energy. The eighth condition is the presence of a certain amount of truth. This truth is not only in the form of matter, but also in the form of energy. The ninth condition is the presence of a certain amount of beauty. This beauty is not only in the form of matter, but also in the form of energy. The tenth condition is the presence of a certain amount of goodness. This goodness is not only in the form of matter, but also in the form of energy.

CLEAN UP — PLUS . . .

Cleaning up the camping/parking area is usually considered the last item on the schedule of any outing. But why not use this necessity to help promote the "Pack it in, Pack it out" ethic? It can begin with a note in the pre-registration packet and end with the final patrolling of camp. The idea, of course, is to break the reliance on garbage cans, burying, or otherwise leaving behind any non-burnable wastes. It is the old "Leave nothing but your tracks" concept, and what better place than at an awareness event to help instill this ethic among outdoor recreationists?

What other ethics can you think of to weave into the overall event? ? ?

STEP 8: FOLLOW-UP

From a public relations standpoint, an awareness event should not be an isolated occurrence that ends when the dust settles behind the departing vehicles. First, there is the obligation of thank yous, then assuring the benefits of positive publicity, and finally building other opportunities on the foundation created by the event. These follow-up needs and opportunities are listed at the end of this section to serve as important reminders that for the Bureau, the event is not over until these are considered.

It's Worthwhile

There is a satisfaction that comes from conducting a successful awareness event that is difficult to equal in any other phase of our work. Friendships are developed, not only for the Bureau, but personal ones as well. Also, achievements can actually be observed as distrust or ill-feelings disappear, and as people learn about their environment while at the same time having a great time.

Staging an awareness event is not easy. If you want an easy job, just crank out some press releases about BLM and leave it go at that. But if you want to do an effective job — to make an impact — go beyond that and add awareness events to your array of communication tools.

3 KEYS TO SUCCESS

1. A Bureau sparkplug. Someone to carry the load of planning and selling the approach. This person should have the event included in his/her PIPR.
2. A cooperative group. The co-sponsoring organization should be well organized, committed to the concepts being promoted by the event, and have clearly identifiable leaders.
3. A supportive manager. Management must believe in the need and the approach so that the necessary time and funds can be committed to making the event a success.

FOLLOW-UP CHECKLIST

____ News

Immediately following the event it is news. Appropriate publicity can be obtained through this means, being certain to emphasize the cooperative nature of the event.

____ Thank you letters

Don't use form letters, but computerized typewriters can save some time by allowing parts of all the letters to remain the same. Thank all instructors, and consider sending copies to their supervisors. Also thank the club leaders and other cooperators as appropriate.

____ Non-news publicity

If media representatives were in attendance, stories can be expected to be generated from those sources. Otherwise, illustrated, feature-type articles are appropriate. And don't overlook in-house publications so others in the Bureau can benefit from the experience.

____ Clips

Collect news and feature clippings for your own records, to share with the cooperating group(s), and for forwarding to the Washington Office of Public Affairs. The WO will see that copies are distributed to appropriate program areas and/or the directorate.

____ Club relations

If the event was positive — build on it! Keep up your contacts, present a program (slides, film, etc.) at regular meetings occasionally, send new literature as it is produced, and work toward co-sponsoring other events.

____ Future awareness events

When repeating events, it is best to change locations. When possible, at least some of the station topics should also be new. But again, the determining factors should be the area's management-related goals and objectives.

Page

Substantively following the same as in the previous paragraph, but with the addition of the words "and the same" at the end of the sentence.

Thank you for the letter.

There is no doubt that the committee's report is a very important one, and it is to be hoped that it will be of great value to the committee. The committee's report is a very important one, and it is to be hoped that it will be of great value to the committee.

Very truly yours,

It is a very important matter, and it is to be hoped that it will be of great value to the committee. The committee's report is a very important one, and it is to be hoped that it will be of great value to the committee.

Yours

Political news and current events are of great interest to the public, and it is to be hoped that it will be of great value to the committee. The committee's report is a very important one, and it is to be hoped that it will be of great value to the committee.

Kind regards

If the committee's report is a very important one, and it is to be hoped that it will be of great value to the committee. The committee's report is a very important one, and it is to be hoped that it will be of great value to the committee.

Respectfully

When the committee's report is a very important one, and it is to be hoped that it will be of great value to the committee. The committee's report is a very important one, and it is to be hoped that it will be of great value to the committee.

SUGGESTED REFERENCES

A trail Rider's Guide to the Environment by Shaun Bennett. American
Motorcycle Association, Westerville, Ohio 43081

Off-Road Vehicle Recreation. Bureau of Land Management, Washington, D.C.

Public Relations and Communications for Natural Resource Managers by
James R. Fazio and Douglas L. Gilbert. Kendall/Hunt Publishing
Co., Dubuque, Iowa.

APPENDICES

Appendix A	Comparison of Potential Sites
Appendix B	Resource Analysis
Appendix C	Cooperative Agreement
Appendix D	Liability Release Form
Appendix E	Evaluation Form

SUGGESTED REFERENCES

A-trail Rider's Guide to the Northwest by John Brown, American
Historical Association, Westerville, Ohio, 1931

Old-Road Vehicle Restoration, Bureau of Land Management, Washington, D.C.

Public Relations and Communications for Natural Resource Managers by
James H. Davis and Douglas L. Gilbert, Westview Publishing
Co., Boulder, Iowa

APPENDICES

Comparison of Historical Sites
Resource Analysis
Cooperative Agreement
Landscape Analysis Form
Evaluation Form

Appendix A
Appendix B
Appendix C
Appendix D
Appendix E

APPENDIX A: COMPARISON OF POTENTIAL SITES

	Stoddard Ridge Sawtooth Canyon	Johnson Valley	California City Rand Open Area	Rainbow Basin- Coolgardie Camp	Afton Canyon
BLM Use Designation	Existing roads & trails	Open	Open	Existing roads & trails	Special design existing roads & trails
Distance From LA Area	Within 100 miles	Within 100 miles	Within 100 miles	Within 150 miles	Within 150 miles
Campsite	Good	Good	Good	Good	Good
Terrain	Sand wash flats bordered by hills-good variety	Fairly flat, some small hills	Flat alluvial valleys, sand washes hills, good variety	Hills & sand washes, road variety limited	Hills & sand washes, varied terrain
Geological Features	Sand washes canyons in rocky hill- slides. Boulder outcroppings. Alluvial fans	Lava flow	Sand wash canyons in rocky hill- sides. Dry lakebed Alluvial fans	Fossil area Alluvial fans sandy hills & washes	Alluvial fans steep canyons sand washes, sand hills, dunes, erosion pavement
Biological Features	Creosote scrub NOTE: This area contains a section of Mojave Yucca	Creosote scrub Alkali sink	Creosote scrub Shadscale Scrub Alkali Sink Joshua Tree Woodland	Creosote scrub Joshua Tree Woodland	Creosote scrub Alkali Sink
Other	May have to cross Barstow Rd., a two-lane developed road, to travel from the campsite to the ORV run site	Near petroglyphs	Heavily used motor- cycle area	Old mining claims are in this area	A railroad goes through this area

Item	Patent No.	Patent Title	Patent Owner	Patent Date	Patent Status	Patent Description
1	1,234,567	Method for producing high-strength fibers	John Doe	1985-01-15	Active	Method for producing high-strength fibers from natural materials.
2	2,345,678	System for automated textile processing	Jane Smith	1988-03-22	Active	System for automated textile processing, including spinning and weaving.
3	3,456,789	Apparatus for dyeing and finishing fabrics	Robert Johnson	1990-05-10	Active	Apparatus for dyeing and finishing fabrics, featuring a specialized dye bath.
4	4,567,890	Process for creating water-resistant fabrics	Emily White	1992-07-18	Active	Process for creating water-resistant fabrics using a chemical treatment.
5	5,678,901	Method for improving the durability of textiles	Michael Brown	1995-09-05	Active	Method for improving the durability of textiles through a mechanical treatment.
6	6,789,012	Device for measuring fabric properties	Sarah Green	1998-11-12	Active	Device for measuring fabric properties, including tensile strength and elongation.
7	7,890,123	Technique for optimizing fabric weave patterns	David Black	2001-02-28	Active	Technique for optimizing fabric weave patterns for better performance.
8	8,901,234	System for controlling fabric production	Lisa Grey	2003-04-15	Active	System for controlling fabric production, including automated quality control.
9	9,012,345	Method for enhancing the colorfastness of dyes	James Blue	2005-06-20	Active	Method for enhancing the colorfastness of dyes used in textile processing.
10	10,123,456	Apparatus for fabric testing and analysis	Anna Yellow	2007-08-10	Active	Apparatus for fabric testing and analysis, including a specialized testing chamber.

RASOR RANCH

Archeology

6 sites - 5 with scattered rock and pottery fragments, 1 with rock shelter containing petroglyphs.

Geography/Natural Resources

Tonopah and Tidewater Railroad grade berm visible, old government road passed through area but has been obliterated by blowing sand.

Geology

Little variety in land forms, route is dominated by alluvial fans, terraces above basin bottoms, and sand dune formations.

Botany

5 plant communities represented - creosote bush (55%), alkali sink with mesquite (3%), alkali sink lake edge (5%), and cheese bush wash (1%). No rare or endangered plant species.

Wildlife

3 species sited during environmental analysis in September 1975. Many species probably present but no sightings recorded. No rare or endangered species.

RED MOUNTAIN

Numerous sites - including petroglyphs, rock shelters, village sites, and milling sites.

Mining activity very much in evidence (gold, tungsten, silver), Twenty-Mule Team Borax Road passes through the area.

A variety of land forms and geological processes are evident throughout the area including the Garlock Fault, potential geothermal resources, plus typical desert land forms such as bajadas and alluvial fans.

3 plant communities represented - creosote bush scrub (60%), transitional shrubland (20%), alkali sink (20%). No rare or endangered plant species.

Good variety of habitats and species present including desert tortoise, Mojave ground squirrel, Cooper's hawk, golden eagle, 6 species of lizards. Approx. 28 rare, endangered or protected species.

10/10/54

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Appendix C

Cooperative Agreement

between

Sandhill Rovers of Idaho

and

Bureau of Land Management,
Department of the Interior

This Cooperative Agreement is made and entered into by and between the Sandhill Rovers of Idaho, hereafter referred to as the Sandhill Rovers, and the Bureau of Land Management, Department of the Interior, hereafter referred to as the Bureau.

Whereas, the Bureau is charged with the responsibility of managing the public lands under principles of multiple use and sustained yield,

Whereas, the Bureau is authorized to enter into Cooperative Agreements for the protection of the public lands,

Whereas, the Sandhill Rovers is a non-profit organization chartered in the State of Idaho which organizes competitive and non-competitive off-road vehicle events for its members,

Now therefore, pursuant to the authority contained in the Federal Land Policy and Management Act of 1976 (43 USC 1701, et seq.), the said parties, in consideration of the mutual promises expressed by these present do hereby agree as follows:

I. Definitions

- A. "Awareness event" is an educational activity that involves the use of vehicles capable of off-road travel, but is neither recreational nor competitive in nature. During the event, participants rotate through a series of awareness stations to receive information about the surrounding environment and its management.
- B. "Public lands" are any land and interest in land owned by the United States administered by the Secretary of the Interior through the Bureau of Land Management.
- C. "Awareness station" is a specific site where an instructor will deliver a presentation in accordance with the purpose of the event.
- D. "Trailmaster" is an individual associated with the Sandhill Rovers who is a guide or leader of a pre-determined number of participants, and is responsible for insuring that the participants are at the proper place at the proper time as established by the Bureau and the Sandhill Rovers and printed in an agenda.

Appendix 2

Consent to Proceed

Between

Landfill Owners of India

and

Ministry of Land Management,
Department of the Environment

This agreement is made between the Landfill Owners of India, hereinafter referred to as the Landfill Owners, and the Ministry of Land Management, Department of the Environment, hereinafter referred to as the Ministry.

The Landfill Owners, who are engaged in the business of land management, have agreed to enter into this agreement with the Ministry.

The Ministry, who is engaged in the business of land management, has agreed to enter into this agreement with the Landfill Owners.

The Landfill Owners, who are engaged in the business of land management, have agreed to enter into this agreement with the Ministry.

The Ministry, who is engaged in the business of land management, has agreed to enter into this agreement with the Landfill Owners.

1. Definitions

1. "Landfill Owners" means the Landfill Owners of India, who are engaged in the business of land management.

2. "Ministry" means the Ministry of Land Management, Department of the Environment, who is engaged in the business of land management.

3. "Agreement" means the agreement entered into between the Landfill Owners and the Ministry.

4. "Landfill Owners" means the Landfill Owners of India, who are engaged in the business of land management.

- E. "Instructor" is an individual with recognized expertise or experience in areas such as biology, geology, archaeology, survival and public land management.
- F. "Participant" is a public land user who has registered with the Sandhill Rovers and is attending the awareness event for the purpose of receiving information about the surrounding environment and its management.

II. Purpose

This cooperative agreement establishes procedures by which the Sandhill Rovers and the Bureau will co-sponsor the Birds of Prey Awareness Event scheduled for April 24 and 25, 1982.

III. Responsibilities

A. The Sandhill Rovers shall:

1. Provide leaders to work jointly with Bureau personnel in planning and conducting the awareness event.
2. Be responsible for registration of all participants.
3. Provide trailmasters equal in number to the number of awareness stations to be covered in one day by all participants (who will be divided into groups according to the number of stations).
4. Co-ordinate efforts with the Bureau in activities such as pre-registration, camp lay-out, pre-event communication with participants, litter control, camp clean-up after the event, and evaluation.

B. The Bureau shall:

1. Make available a public land area suitable for the scheduled awareness event.
2. Prepare environmental assessments and reports pertaining to the event.
3. Notify local law enforcement, fire and rescue authorities of the event.
4. Arrange to have sufficient instructors available to make appropriate presentations at the awareness stations.
5. Provide sanitation facilities.
6. Provide printed maps and other information about the natural and cultural history of the public lands on which the event takes place.

IV. Term of Agreement

This Agreement shall be in force and effect from the date of execution by both parties. It shall remain in effect until April 26, 1982, or until terminated by the mutual written consent of both parties, whichever date is sooner.

V. Liability

- A. Neither party to this agreement or its representatives are agents of the other party.
- B. Each party assumes liabilities for the actions of its own employees or agents.
- C. In cooperating with the Sandhill Rovers in the accomplishment of the Birds of Prey Awareness Event, the United States is not liable for actions causing property damage or personal injury to participants in the event by acts or omissions by either the participants themselves, or by the agents, servants, or members of the Sandhill Rovers. In entering into this agreement, it is understood that the Bureau is not expressly inviting any person to participate in the awareness event or to use or to go upon the Public Land area where it is held. By granting permission to Sandhill Rovers and those who participate in its event, the Bureau does not thereby (a) extend any assurance that the premises are safe for such purpose, or (b) confer upon the person to whom permission has been granted the legal status of an invitee or licensee to whom a duty of care is owed, or (c) assume responsibility for or incur liability for any injury to person or property caused by any act of such person to whom permission has been granted. Although all reasonable efforts will be made to assure the safety and well being of all persons involved, it is understood that certain hazards are inherent in all outdoor situations, and that the ultimate responsibility for an individual's safety rests with the individual.

VI. Miscellaneous

Nothing herein contained shall be construed as binding the Bureau to expend in any one fiscal year any sum in excess of appropriations made by Congress or administratively allocated for the purpose of this agreement for the fiscal year.

In witness whereof, the parties hereto have hereunder subscribed their names and affixed their seals.

Area Manager, BLM

President, Sandhill
Rovers of Idaho

Date

Date

SAMPLES OF PRE-REGISTRATION MATERIALS

EVENT COORDINATOR: TONI LENZ
MAMA WHALE (ABC COYOTE HILLS)
213-941-5031

TRAIL BOSS: CARL STORGAARD
MUD PUPPY (ABC LOS ANGELES)
213-344-7307 or 213-783-8102

A T T E N T I O N ! A L L A B C M E M B E R S

D E S E R T A W A R E N E S S E V E N T

N O V E M B E R 5 & 6 1 9 7 7

I'M SURE YOU'VE NOTICED IN THE LAST FEW YEARS THE AMOUNT OF PEOPLE USING THE DESERT AS A RECREATION AREA HAS INCREASED. IN ORDER TO INCREASE THE RECREATIONAL ENJOYMENT, THE BUREAU OF LAND MANAGEMENT IS WORKING IN COOPERATION WITH DESERT SPECIALISTS FROM LOCAL COLLEGES AND UNIVERSITIES AND ORV PEOPLE TO PRESENT A WEEKEND EXCURSION FOR OFF-ROAD VEHICLES WHICH WILL FOCUS ON DESERT AWARENESS.

THE COURSE WILL HAVE TEN CHECKPOINTS, EACH STAFFED BY A DESERT SPECIALIST AND AN ORV PERSON WHO WILL LEAD ACTIVITIES RELATED TO THEIR SUBJECT AREA. THE DIFFERENT TOPICS WILL INCLUDE ARCHEOLOGY, REPTILES, GEOLOGY, TRACKING AND MANY MORE.

THE SITE FOR THE EVENT, RED MOUNTAIN, IS LOCATED IN THE BEAUTIFUL MOJAVE HIGH DESERT. THIS LOCATION HAS PETROGLYPHS, A STEAM WELL, INDIAN VILLAGE SITES AND AN INTERESTING GEOLOGIC HISTORY. THIS WEEKEND EXCURSION WOULD BE A GOOD OPPORTUNITY TO LEARN MORE ABOUT ALL OF THESE THINGS.

EMERGENCY HOSPITAL IN
RIDGECREST-714-446-3551
RIDGECREST COMMUNITY

EVEN THOUGH ONLY 100 VEHICLES WILL BE ABLE TO GO THROUGH THE COURSE, ALL ARE INVITED TO ATTEND AND RIDE WITH THE FIRST 100.

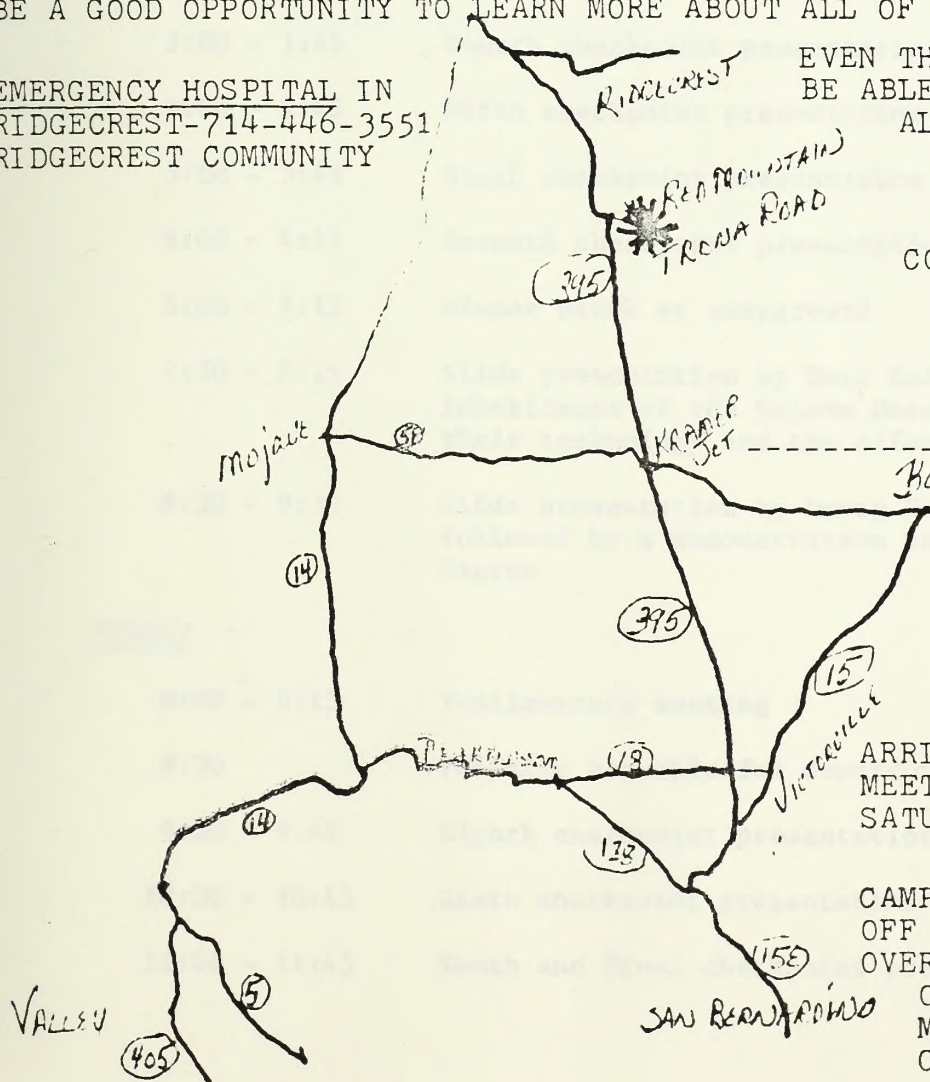
CONTACT EITHER TONI LENZ
213-941-5031
OR
CARL STORGAARD
213-344-7307/783-8102

-----LAST SERVICES IN
KRAMER JCT

-----EMERGENCY PHONE NUMBER
BARSTOW WAY STATION BLM
714-256-3591

ARRIVE FRIDAY EVENING AS A DRIVER MEETING WILL BE HELD AT 8AM ON SATURDAY MORNING.

CAMP 20(A) WILL BE THE MAIN AREA OFF OF TRONA ROAD. THERE IS AN OVER FLOW AREA FOR ALL (B). PLENTY OF ROOM FOR TRAILERS. MONITOR CB CHANNEL 18 FOR CAMP 20.



THIS IS AN OPPORTUNITY FOR ALL, ESPECIALLY YOUR CHILDREN TO LEARN MORE ABOUT THE DESERT THAT WE ALL VISIT OFTEN.

TIME SCHEDULE FOR DESERT AWARENESS EVENT, NOVEMBER 5 & 6

FRIDAY NIGHT

Registration for the event in the campground area

SATURDAY

8:00 - 8:15	Trailmasters meeting
8:30	Vehicles should assemble for departure
9:00 - 9:45	First checkpoint presentation
10:00 - 10:45	Second checkpoint presentation
11:00 - 11:45	Third checkpoint presentation
12:00 - 12:45	Lunch: Please bring your lunch. We will be eating in the field.
1:00 - 1:45	Fourth checkpoint presentation
2:00 - 2:45	Fifth checkpoint presentation
3:00 - 3:45	Sixth checkpoint presentation
4:00 - 4:45	Seventh checkpoint presentation
5:00 - 7:15	Dinner break at campground
7:30 - 8:15	Slide presentation by Russ Kaldenberg on the early inhabitants of the Mojave Desert. This will include their technology and the effects of the climate change
8:30 - 9:30	Slide presentation by Denny Hughes on desert survival followed by a demonstration on the use of emergency flares

SUNDAY

8:00 - 8:15	Trailmasters meeting
8:30	Vehicles assemble for departure
9:00 - 9:45	Eighth checkpoint presentation
10:00 - 10:45	Ninth checkpoint presentation
11:00 - 11:45	Tenth and final checkpoint presentation

SOME RULES

To make your stay more enjoyable and safer, we must set a few

Do's and Don'ts:

- - Do's - -

1. Have a good time.
2. Observe and obey all siggs around camp.

- - Don'ts - -

1. No motorcycles, ATC's or Moped riding in camp. Push them away from camp before starting.
2. No offroad lights in camp.
3. No loud music or noise after 10 p.m.
4. Speed limit in camp is 7.5 MPH.
5. Keep all pets on a short lease (12 feet max.) at all times.
6. Don't cut plants for firewood even if they appear dead.
7. Don't catch any wildlife. This is their home, we are only visiting.
8. No fireworks or shooting.

- * Register as soon as you arrive in camp.
- * Come self-sufficient - your own meals and water.
- * Camp registration will monitor CB Channel 18. Use this if problems occur in or near the camp.

ASSOCIATED BLAZERS OF CALIFORNIA

GUEST WAIVER OF LIABILITY

I HEREBY RELEASE FROM LIABILITY, WAIVE ALL CAUSES OF ACTION AGAINST, AND AGREE NOT TO HOLD LIABLE FOR NEGLIGENCE, DAMAGE, OR INJURY, THE ASSOCIATED BLAZERS OF CALIFORNIA AND ANY AND ALL VOLUNTEERS WHO MAY BE WORKING WITH THEM.

I HAVE READ AND UNDERSTAND THE ABOVE PARAGRAPH AND AGREE TO THE TERMS STATED HEREIN.

GUEST SIGNATURE _____
ADDRESS _____ CITY _____
STATE _____ ZIP _____ DATED _____

REGISTRATION WORKER _____
AFFILIATION _____ SIGNATURE _____

ASSOCIATED BLAZERS OF CALIFORNIA

GUEST WAIVER OF LIABILITY

I HEREBY RELEASE FROM LIABILITY, WAIVE ALL CAUSES OF ACTION AGAINST, AND AGREE NOT TO HOLD LIABLE FOR NEGLIGENCE, DAMAGE, OR INJURY, THE ASSOCIATED BLAZERS OF CALIFORNIA AND ANY AND ALL VOLUNTEERS WHO MAY BE WORKING WITH THEM.

I HAVE READ AND UNDERSTAND THE ABOVE PARAGRAPH AND AGREE TO THE TERMS STATED HEREIN.

GUEST SIGNATURE _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

REGISTRATION NUMBER _____

SIGNATURE _____

AFFILIATION _____

DESERT AWARENESS EVENT #3

WHEN; APRIL 26-27, 1980

WHERE; UPPER JOHNSON VALLEY APPROX. 12.5 MILES EAST OF LUCERNE VALLEY
AND 7.5 MILES NORTH OF OLD WOMAN SPRINGS RD, NEAR SOGGY DRY
LAKE.

SPONSERS; ASSOCIATED BLAZERS OF CALIFORNIA.

THE BUREAU OF LAND MANAGEMENT.

C.O.R.V.A.

DESERT SPECIALISTS FROM LOCAL COLLAGES.

PURPOSE; TO BRING THE MAJOR USERS OF THE CALIFORNIA DESERT TOGETHER
TO LEARN ABOUT THE DESERT AND EACH OTHER. THIS IS A FAMILY
OUTING.

COST; FREE

FOR MORE INFORMATION CONTACT;

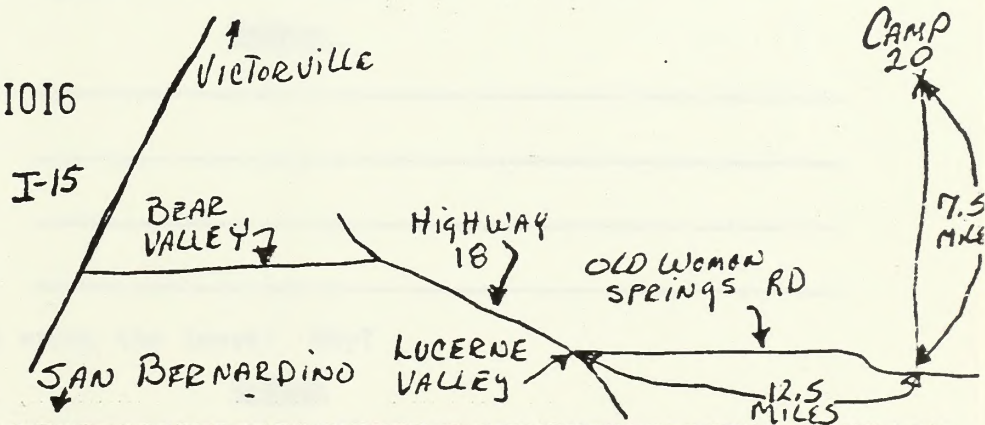
WILLIAM E. CAREY

ASSOCIATED BLAZERS OF CALIFORNIA

2426 GRAYDON AVE.

MONROVIA, CALIF. 91016

(213) 358-8041



PRE REGISTRATION

NAME _____

ADDRESS _____ ZIP _____

PHONE _____ TYPE OF VEHICLE _____

CLUB/AFFILIATION _____

NUMBER IN PARTY _____ SEND REPLY BEFORE 03/01/80 TO ABOVE.

APPENDIX E

AWARENESS EVENT EVALUATION

Please complete this evaluation and return it to your trailmaster before leaving the last station:

1. What made you decide to come to this event? _____

2. The location for this event was: _____ too far away
_____ too close
_____ just right

3. Would you participate again? _____ Yes
_____ No

4. Will you recommend future events to a friend? _____ Yes
_____ No

5. Which two stations did you enjoy the most? Why?

<u>Stations</u>	<u>Reason</u>
_____	_____
_____	_____
_____	_____
_____	_____

6. Which two stations did you enjoy the least? Why?

<u>Stations</u>	<u>Reason</u>
_____	_____
_____	_____
_____	_____
_____	_____

7. What was not included in this event that should have been? _____

8. The time spent at each station was : ___ too short
 ___ too long
 ___ just right

9. On the following scale from 1 to 10, how would you rate the overall quality of this event?

Poorest possible
quality, a waste
of my time

O.K.; about
average

Best possible
quality; very
worthwhile

1 2 3 4 5 6 7 8 9 10

10. What part of the entire event did you enjoy the most? _____

11. To improve the event, what would you do? _____

12. What, if any, new information did you acquire or what changes in attitudes did you experience?

13. Any other comments would also be welcome:

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